

# Fashion Calendar 1947

## JANUARY

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## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEKEND HOLIDAY FOR MEMORIAL DAY

Extended holidays (the Saturday after Decoration Day) will be granted employees of most Fifth Avenue stores. These stores will remain open: De Pinna, Jane Engel, McCutcheon, Saks Fifth Ave., Tailored Woman, Best & Co., Brooks Bros., Tripler, Alfred Dunhill, Lewis & Conger, Georg Jensen, Plummer Ltd., Mary Lewis, Peck & Peck. These stores will remain closed on Saturdays for the remainder of the summer: Lord & Taylor, B. Altman & Co., Bergdorf Goodman, Hattie Carnegie, W. & J. Sloane.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 2, 1947</u>			
Beginning Monday June 2 10:00 A.M.; 2:00 P.M.	SHOWING OF NEW FALL FUR COLLECTION Arnhaimer's will present their Fall collection of new fashion furs at 10:00 A.M. and 2:00 P.M. daily, except Saturday. Press showings by appointment. Press contact: Elaine Librescot of Sara Fox, MU. 3-6526.	ARNHEIMER, INC.	345 SEVENTH AVENUE SHOWROOM
Monday June 2 10:30 A.M. Breakfast	PRESS PREVIEW OF FIRST COLLECTION Press preview of Ravelle Originals -- daytime, cocktail and dinner gowns designed by Irving Weiss, formerly of Hattie Carnegie. Showings for trade, beginning Tuesday, June 3, at 10:30 A.M. and 2:30 P.M. daily. Attendance by invitation only. Contact: Emanuel Guttman, WI. 7-7682.	RAVELLE ORIGINALS, INC.	1410 BROADWAY 14TH FLOOR
Monday June 2- June 7 10:30 A.M.- 10:30 P.M. (Trade); June 10- June 14 11:00 A.M.- 11:00 P.M. (Public)	FIRST INTERNATIONAL EXPOSITION OF TEXTILES Textiles of the future for fashions of the future 'round the world showing newest developments in all phases of the textile-apparel field (including fabrics, accessories and factory equipment). The entire 4 floors of Grand Central Palace will be turned into a giant stage spotlighting advancements in fashion products for men's and women's apparel from Czechoslovakia, Switzerland, Latin-America and other noted textile centers, while a special auditorium will highlight "live" shows. The Millinery Fashion Bureau will present a group of hats specially designed in new fabrics by leading uptown milliners (Press Preview Wednesday, June 11, at 2:30 P.M.). The Silk Guild of America will show fashions by Trigere and Martini in Doucet Fabrics, with commentary by Alex Bennett Kahn. Paramount Pictures will present a "Perils of Pauline" fashion show, staged by the Barbizon Studio of Fashion Modeling. Admission: Educational tickets, 63¢ plus tax, for high school, college and vocational school students, dressmakers and interior decorators. Tickets for the general public: \$1.00 plus tax. For fashion industry, free admission during June 2-7. Tickets for trade week through exhibitors or at Exhibitions of Fashion. On June 10, the show will open at 7:00 P.M. Contact: Dee Edwards, Bert Nevins, Inc., WI. 7-9715.	EXHIBITIONS OF FASHION (36 WEST 47TH STREET)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 2 4:15 P.M. Cocktails	PRESS PREVIEW BY SCHWARTZ & BLUESTEIN Haute couture in Precious Furs--presenting Fredrica's newest and most stimulating Fall and Winter collection at a private cocktail party for the press, with showing at 4:15 P.M. sharp. (Postponed from Monday, May 26). By invitation only. Trade showing on Tuesday, June 3, at 2:00 P.M., and daily thereafter at 10:00 A.M. and 2:00 P.M., Monday through Friday. Contact: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVE. 16TH FLOOR
Monday June 2 4:30 P.M. Cocktails	SHOWING OF TED SHORE'S ORIGINAL COLLECTION Press preview of Ted Shore's Fall Originals at the Frank Starr showroom, including dressy afternoon fashions, dinner gowns, and young formals. Showing promptly at 5:00 P.M., to be followed by a presentation of Frank Starr Originals, with creations by Ruth Goude. Attendance by invitation only. Publicity: Marion Auley, LA. 4-7690.	FRANK STARR INC.	530 SEVENTH AVE. SHOWROOM
Monday June 2- June 14	NINTH ANNUAL AMERICAN DOLL SHOW There will be a press showing of the 9th Annual American Doll Show at 10:00 A.M., Monday, June 2, at Hearn's 5th Floor Auditorium. Exhibit of thousands of unusual, valuable antique and modern dolls from private collectors throughout the country, showing dolls from all over the world. Open to public at noon on Monday, June 2, and daily except Sunday from 10:00 A.M. to 6:00 P.M.; Thursday until 9:00 P.M. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	AMERICAN HOBBY FEDERATION	HEARN'S 5TH FLOOR
Tuesday June 3 11:00 A.M.	PRESS PREVIEW: NEW COLLECTION OF SCARFS Showing of new scarfs and fabrics for Fall by Brooke Cadwallader. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVE. SHOWROOM
Tuesday June 3- June 5 2:30 P.M.	"A COLORAMA OF FURS" SHOWING Second annual fur fashion show by the Fur Dressers and Dyers Association, accenting the development of color in popular-priced furs, with a forecast of fur garments for 1947-1948. Participants include the American Fur Dyeing Co.; Herman Basch & Co.; Jacob Becher & Sons.; Commander Fur Dyeing Co.; Crown Fur Dyeing Corp.; Holst, Gold-Meyerson Fur Dyers; Industrial Fur Dyeing and Blending Co.; Meisel-Peskin Co., Inc.; Ruderman, Inc.; and Sterling Fur Dyers. By invitation only. Commentators: Jinx Falkenburg and Tex McGrary. Contact: Lloyd Graff, Executive Director, Fur Dressers and Dyers Assn., 132 West 31st St., PE. 6-5269.	FUR DRESSERS AND DYERS ASSOCIATION	HOTEL PENNSYLVANIA PENN TOP
Tuesday June 3 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING: TEEN-AGE FASHIONS Unique back-to-school fashions for teenagers at an informal "hookey" party for the press, featuring clothes from Gimbel Brothers. Attendance by invitation only. Publicity: Rhoda Ring, CH. 4-7664.	TEENTIMERS (1359 BROADWAY)	ST. REGIS HOTEL PENTHOUSE SUITE
Tuesday June 3	SHOWING OF FALL KNIT LINGERIE An all-day showing of Carter's Fall women's and junior's Figure Lingerie. By invitation only. Publicity: Doris King Porter, Batten, Barton, Durstine & Osborne, EL. 5-5800.	WILLIAM CARTER COMPANY	180 MADISON AVE. SHOWROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed June 4	B. WEINSTEIN'S PRESS SHOWING OF ADVANCE FUR FASHIONS, ORIGINALLY SCHEDULED FOR JUNE 4, HAS BEEN POSTPONED TO JUNE 11 AT 11:00 A.M. (See Page 5).		
Beginning Wednesday June 4 2:30 P.M.	OPENING OF FALL FUR COLLECTION De Leo will present his new collection of furs at 2:30 P.M. daily. By appointment. Contact: PE. 6-0767.	J. DE LEO & CO.	130 WEST 30TH ST. SHOWROOM
Wednesday June 4 2:30 P.M.	PRESS PREVIEW: NEW VILLAGE OF VISION An entirely new presentation of seven full-sized, ready-to-live-in newly designed Johnson Quality Homes, all completely furnished and decorated by John Wanamaker. (Please use guest elevators from Main Floor, Home Store, Elevators 23 and 24.) By invitation only. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER	8TH FLOOR
Wednesday June 4 3:30 P.M.	"MIDSUMMER FANTASY" FASHION SHOWING Reception and fashion showing -- "Midsummer Fantasy" -- presented by the 1947 class of the Laboratory Institute of Merchandising, with fashions by James McCreery and Co. Attendance by invitation only. Publicity: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
Wednesday June 4 4:00 P.M.- 6:00 P.M. Cocktails	SHOWROOM OPENING AND FALL PRESS SHOWING Cocktail party and fashion presentation celebrating the formal opening of Superb Glove Company's new showrooms decorated by Theo Hofstatter. "Fashion Comes to your Fingertips", produced by Vyvyan Donner, will highlight gloves as an important accessory for every type of costume from pedal pushers to evening gowns. Featured will be Crescendoe fabric gloves and leather gloves by Superb, designed by Hildegard. <u>Showing promptly at 4:30 P.M. (20 minutes)</u> . Attendance by invitation only. Trade showing on Thursday, June 5, 4:00 P.M. to 6:00 P.M., by invitation. Publicity: Aileen Platt, MU. 3-3841.	SUPERB GLOVE CO.	240 MADISON AVENUE 12TH FLOOR
Wednesday June 4 5:00 P.M.	PRESS SHOWING OF FALL COLLECTION Press showing of Trigere's Fall collection at the showroom, 29 West 57th Street. Attendance strictly by invitation. Contact: Robert Trigere, PL. 3-6778.	TRIGERE	29 WEST 57TH STREET SHOWROOM
Wednesday June 4- June 8	NEW ENGLAND FALL COLLECTION For the first time in four years, over 150 manufacturers of sportswear, coats, dresses, suits and children's wear will display their merchandise in an all-New England market showing. Press preview Tuesday, June 3, at a cocktail reception and fashion show at the Hotel Somerset. By invitation. Contact: Laurence H. Richmond, Executive Director, Apparel Industries of New England, 75 Kneeland St., Boston.	APPAREL INDUSTRIES OF NEW ENGLAND	HOTEL SOMERSET BOSTON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 5 10:30 A.M.; 2:30 P.M.; 5:00 P.M.	SHOWING OF NEW FALL FASHIONS AND MOVIE At 10:30 A.M. and 2:30 P.M. Sam Friedlander will premiere his new Fall fashions to the press, introducing the new 1947 silhouette. Attendance by invitation only. At 5:00 P.M. there will be a special showing of the twenty Moyen Originals featured in the second "Fantasy in Fashion" motion picture, for those participating in the motion picture promotion. Contact: PE. 6-2663.	SAM FRIEDLANDER	HOTEL ASTOR GRAND BALLROOM
Thursday June 5 3:00 P.M. Cocktails	FALL BLOUSE FASHION SHOW AND COCKTAIL PARTY J. B. Fashions presents "Famous Lady Romantics" a Fall fashion showing of "Fragale" Original blouse inspirations. Commentary by Geraldine Foster, fashion director, Mutual Broadcasting. By invitation only. Contact: Rose Waldorf, Modern-Age Advertising, CH. 2-5148.	J. B. FASHIONS CO. (9 WEST 35TH ST.)	HOTEL McALPIN THE GREEN ROOM
Thursday June 5 3:30 P.M.	PRESS PREVIEW: NEW HOME FURNISHINGS Hearn's will present a showing of their new home furnishings. Attendance by invitation only. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARN'S	3RD FLOOR EXEC. DINING ROOM
Thursday June 5 4:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Showing of untrimmed and fur-trimmed coats and suits by Belliciano, emphasizing flared back for loose coats and flared skirts for fitted styles. Commentator: Helen Faith Keane. By invitation only. Publicity: William Harvey Co., LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Friday June 6 12:00 Noon Luncheon	GRADUATION LUNCHEON OF FASHION CLASS 165 young women graduates representing every section of the United States (and Hawaii) will be guests of this fashion career school at a formal graduation ceremony and luncheon. Guest speakers: Nathan Ohrbach, Chairman of the Board, Ohrbach's; Jane Engel; and Michael Schaap, Chairman of the Board, Bloomingdale's. Attendance by invitation only. Publicity: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA JADE & BASILDON ROOMS
Monday June 9 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: FUR FASHIONS Maximilian's trend-setting Fall and Winter collection of fur designs. (This showing was postponed from Wednesday, May 28.) Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	HOTEL PLAZA GRAND BALLROOM
Opening Monday June 9	OPENING OF NEW WOMEN'S SHOP Opening of Bloomingdale's new Women's Department, specializing in daytime and evening dresses, suits, coats, blouses, sportswear, maternity clothes. Informal modeling from 11:00 A.M. to 3:00 P.M., June 9 to June 13. Open to public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S (59TH ST. & LEXINGTON)	4TH FLOOR
Week of June 9	FORMAL OPENINGS BY MEMBERS OF THE LOS ANGELES AND HOLLYWOOD MILLINERY GUILD AND THE SAN FRANCISCO MILLINERY GUILD:		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 9- June 13	FALL CORSET MARKET WEEK OF CORSET AND BRASSIERE ASSOCIATION OF AMERICA AND ASSOCIATED CORSET AND BRASSIERE MANUFACTURERS, AT HOTEL NEW YORKER. Contact: Jed Sylbert, 220 Fifth Ave., MU. 3-1593.		
Tuesday June 10 11:00 A.M.	PRESS SHOWING OF ADVANCE FALL MILLINERY Robert Dudley will present his advance Fall hat collection to the press, featuring "The Continental Look", prior to his departure for London with this collection, where he will show at the Salon of Hugh Beresford, Berkeley Square. Attendance by invitation only. Contact: Robert Dudley, PL. 5-2537.	ROBERT DUDLEY	54 EAST 56TH STREET SHOWROOM
Tuesday June 10 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "Headlines and Hemlines" -- Fall trends in millinery silhouettes, colors, and media. Showing of hats selected from a group of New York's leading milliners. Commentator: Maud G. Moody, Millinery Editor, Women's Wear daily. Chairman, Millinery Division: Peg Fischer. Price: \$3.50 for members; \$3.75 for guests (including tax and tip). Unlimited guest privilege. Reservations, either by mail or telephone, close Monday, June 9, 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday June 11 11:00 A.M.	PRESS SHOWING OF ADVANCE FUR FASHIONS B. Weinstein present their advance Fall and Winter fur originals in their Second Floor Salon. (Show originally scheduled for June 4). Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	B. WEINSTEIN	7 EAST 57TH STREET SALON
Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	NAT'L SEWING CONTEST FASHION SHOWING Seventh annual National Sewing Contest fashion show, at which 8 national prize-winning and 30 other garments from 41 major U. S. cities will be modeled. Press invited. Publicity: Grace Turner, MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 12- June 21 11:00 A.M.- 11:00 P.M.	THE FASHION FAIR Exposition of all aspects of the fashion apparel and related industries with music, choreography and design to dramatize the products. The Fair will occupy the Madison Square Garden Exposition Hall and the daily program will include a special "haute couture" presentation featuring gowns of Hattie Carnegie, Fira Benenson, Julio Laffitte, Valentina, Nettie Rosenstein, Castillo, Sophie, Oleg Cassini, Priscilla of Henri Bendel, and Bergdorf Goodman; also living fashions from Mademoiselle and Charm magazines and four additional stage presentations presenting the creations of America's leading designers. The "Midway of Fashion" will show static fashion displays as well as live shows built around them. Honorary Chairman: Governor Thomas E. Dewey. Chairman: Tex McCrary, radio and television producer. Producer: Leon Leonidoff, Radio City Music Hall. Designer: Raoul Pene duBois, Broadway and Hollywood stage designer. Executive Director: Lester Stone. Merchandising Director: Sam Cook Singer. Fashion Counsellor: June Hamilton Rhodes, Bureau of Fashion Trends. Executive Secretary: Shirley Spaulding, Fashion Director of Fashion Trades. Tickets: \$2.00 (plus tax). The Fair will be open daily 11:00 A.M. to 11:00 P.M. Opening day to benefit The Society of Memorial Center. Contact: Shirley Spaulding or Antoinette Spitzer, The Fashion Fair, 630 Fifth Avenue, CI. 7-2494.	LEADER ENTERPRISES, INC. (Jerry Finkelstein, Pres.)	MADISON SQUARE GARDEN EXPOSITION HALL



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 14	FLAG DAY (Saturday)		
June 15	FATHER'S DAY (Sunday)		
June 16	FIRST UNIFIED OPENING FOR THE LADIES' HANDBAG INDUSTRY IN NEW YORK. Contact: National Authority for the Ladies' Handbag Industry, AS. 4-6969.		
Monday June 16 11:00 A.M.	SHOWING OF ITALIAN HANDICRAFT The House of Italian Handicraft present the "A. P. E. M." (Artists Producing for Export, Milan)", in cooperation with Fell-Hunt Ltd., U. S. agent for "A. P. E. M." Attendance by invitation only. Contact: PL. 9-3190.	HOUSE OF ITALIAN HANDICRAFT	217 EAST 49TH ST.
Monday June 16 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Luncheon and private showing for the fashion press of the Buxton Fall line of billfolds and Key-Tainers, etc. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	BUXTON, INC.	PARK LANE HOTEL PETIT SALON
Monday June 16	MEMBERS' FINE ARTS EXHIBITION Opening of the Members' Fine Arts Exhibition of the Art Directors' Club at the American-British Art Center (44 West 56th St.), with awards to the outstanding works in each of the four fields -- sculpture, drawing, oil and water color. Chairman: Souren Ermoyen. Publicity: Leonard Smith and Associates, MU. 7-6732.	ART DIRECTORS CLUB	AMERICAN-BRITISH ART CENTER
Monday June 16- June 20	NEW YORK STATIONERY SHOW The old and the new in stationery, presented under the direction of the George F. Little Management Co., Inc., AS. 4-3161.	GEORGE F. LITTLE MANAGEMENT, INC.	HOTEL NEW YORKER
Wednesday June 18 2:30 P.M.	FLOWER SHOW AND LECTURE "Clematis"--an illustrated lecture with slides, by Mrs. Charles Platt, and a flower show highlighting roses, sweet peas and delphinium. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF N.Y.	598 MADISON AVENUE
Thursday June 19 12:15 P.M. Luncheon	STUDENT FASHION AND FABRIC REVUE A fashion show and fabric revue, produced and directed by students from N. Y.'s Fashion Institute of Technology and Design, presented at a luncheon sponsored by the Textile Section of the New York Board of Trade. Speaker: Dr. Mortimer C. Ritter, Director of the Institute. Tickets: \$4.50 (including tax and tip). Press by invitation. Proceeds toward the establishment of a scholarship at the Institute. Contact: Mrs. Evaline Truitt, Secretary, 291 Broadway, BA. 7-9494.	N.Y. BOARD OF TRADE --TEXTILE SECTION	HOTEL PENNSYLVANIA
June 21	FIRST DAY OF SUMMER (Saturday)		
June 22	DISPLAY MARKET WEEK IN CHICAGO, ILLINOIS.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 23 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Russeks will present Summer fashions during luncheon on the St. Regis Roof. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS	ST. REGIS HOTEL ROOF
Week Of June 23	TWELFTH ANNUAL NATIONAL SWIM-FOR-HEALTH WEEK Newspaper, magazine and radio advertising, and department store, specialty store and manufacturer tie-ups will dramatize the theme -- "swim for health". Contact: Martin Stern, Exec. Dir., VA. 6-0543.	SWIM-FOR-HEALTH ASSOCIATION	THROUGHOUT THE COUNTRY
Monday June 23- June 25	SECOND ANNUAL RAINWEAR CONVENTION Second annual Rainwear Sales Convention at the Hotel New Yorker. (Dinner and Fashion show in Waldorf-Astoria, Grand Ballroom, June 24. See below). Publicity: Jack Berman or Bea Baris, Room 910, 350 Fifth Ave., LO. 5-1845.	NATIONAL RAINWEAR MANUFACTURERS ASSN.	HOTEL NEW YORKER
Tuesday June 24 4:30 P.M.- 6:30 P.M.	FASHION SHOW: NEW RAINWEAR Fall fashions in rainclothes presented at a cocktail showing. Attendance by invitation only. Publicity: Jack Berman or Bea Baris, LO. 5-1845.	LECAP	WALDORF-ASTORIA JADE ROOM
Tuesday June 24 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY, DINNER AND FASHION PRESENTATION Second annual rainwear fashion show and dinner sponsored by the National Rainwear Manufacturers' Association. Cocktails at 6:00 P.M.; dinner at 7:00 P.M.; fashion show at 9:00 P.M. Tickets: \$15.00 per person, by invitation only. Press by invitation. Publicity: Jack Berman or Bea Baris, LO. 5-1845.	NATIONAL RAINWEAR MANUFACTURERS' ASSN.	WALDORF-ASTORIA GRAND BALLROOM
July 4	INDEPENDENCE DAY (Friday).		
Monday July 7- July 25	TENTH ANNUAL TEXTILE REFRESHER COURSES Tenth annual refresher course in textiles and testing techniques held at the main laboratories of the United States Testing Co. Classes under the direction of James Giblin, head of the Textile Design Department of the New Bedford Textile Institute. Lectures, demonstrations, and practice sessions will cover all phases of analyses on textiles and related merchandise, with special emphasis on the various processing of textile finishing and dyeing. Contact: A. L. Brassell, Vice-President, U. S. Testing Co., Hoboken, N. J.	UNITED STATES TESTING COMPANY	HOBOKEN NEW JERSEY
Week Of July 7	FIRST ANNUAL STORE MODERNIZATION SHOW Retail executives, architects, industrial designers, builders, etc., will participate in a series of daily merchandising clinics for retailers in major trade classifications covering store layout, merchandise arrangement, lighting, window and interior display and sales training. Managing Director: John W. H. Evans. Press by invitation. Publicity: Banner & Greif, PL. 8-0535.	STORE MODERNIZATION SHOW (20 EAST 55TH STREET)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Monday  
June 2      OPENING: "LOUISIANA LADY"      CENTURY THEATRE, SEVENTH AVE. AND 59TH ST.  
Hall Shelton presents a new musical comedy set in romantic New Orleans with a book by Isaac Green, Jr., and Eugene Bekton, and music and lyrics by Monte Carlo and Alma Sanders. Cast includes, Charles Judels, Edith Fellows, and Monica Moore. Director: Edward McGregor. Costumes: Floricia Sorell and Walter Barrett. Publicity: Leo Friedman, CH. 4-7250.
- Tuesday  
June 3      OPENING: "OPEN HOUSE"      CORT THEATRE, 48TH ST., E. OF BROADWAY  
Rex Carlton presents Mary Boland in a new comedy by Harry Young and D. Coby Ruskin about a well-meaning but ineffectual Miss Fix-it who tries to help two ex-GIs cope with the problems of reconversion, with Curtis Cooksey and Joyce Matthews. Director: Marcel Strauss. Publicity: Bernard Simon and Frank Goodman. CI. 5-7294.
- Wednesday  
June 4      PREMIERE: "COPACABANA" (Movie)      LOEW'S CRITERION, BROADWAY & 45TH ST.  
United Artists' comedy with music about the adventures of a singer who adopts a dual personality. Cast includes Groucho Marx, Carmen Miranda, Gloria Jean, Andy Russell and New York columnists Earl Wilson, Louis Sobol and Abel Green. Producer: Sam Coslow; director: Alfred E. Green. Costumes: Barjansky. Publicity: Tess Michaels, CI. 5-6000.
- Wednesday  
June 4      PREMIERE: "HIGH BARBAREE" (Movie)      CAPITOL THEATRE, BROADWAY & 51ST ST.  
Metro-Goldwyn-Mayer's drama based on the best-selling novel about a marine's idea of heaven, with Van Johnson, June Allyson, Thomas Mitchell, Marilyn Maxwell and Claude Jarman, Jr. Producer: Everett Riskin. Director: Jack Conway. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Wednesday  
June 4      PREMIERE: "THE MIRACLE OF 34TH STREET" (Movie)      ROXY THEATRE, 7TH AVE. & 50TH  
Twentieth Century-Fox comedy-drama set in Macy's, with some scenes in Gimbel's, gives "a human picture of department store life." Cast includes Maureen O'Hara as a store executive who doesn't believe in Santa Claus, with John Payne and Edmund Gwenn. Producer: William Perlberg. Director: George Seaton. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CO. 5-3320.
- Friday  
June 6      PREMIERE: "CHEYENNE" (Movie)      STRAND THEATRE, B'WAY AND 47TH STREET  
Warner Brothers western comedy-drama set in Cheyenne, 1872, with Jane Wyman, Dennis Morgan, Janis Paige, Alan Hale and Bruce Bennett. Director: Raoul Walsh. Producer: Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Saturday  
June 7      PREMIERE: "THE WOMAN ON THE BEACH" (Movie)      RKO PALACE, B'WAY & 47TH ST.  
RKO-Radio melodrama about the young wife of a blind painter, who becomes infatuated with a Coast Guard lieutenant. Cast includes Joan Bennett, Robert Ryan and Charles Bickford. Producer: Jack J. Gross. Director: Jean Renoir. Costumes: Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Wednesday  
June 11      PREMIERE: "DEAR RUTH" (Movie)      PARAMOUNT THEATRE, BROADWAY & 43RD ST.  
Paramount Pictures' comedy based on the play by Norman Krasna about a young woman confronted with a soldier to whom her teen-age sister has been writing affectionate letters. Cast includes Joan Caulfield, William Holden, Mona Freeman, Edward Arnold and Billy DeWolfe. Producer: Paul Jones. Director: William D. Russell. Costumes: Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.